

Attachment D – Public Education Campaign Costs

Tasks	Fixed Cost		Labor		Fixed Cost Total	Labor Total
	Cost Per Unit	Number of Units	Hours	Hourly rate		
Kitchen Compost Pail Options						
Sure-Close pail only	\$4.19	10,000			\$41,900	
Sure-Close pail with decal applied	\$4.34	10,000			\$43,400	
Sure-Close pail with decal printed and applied	\$4.62	10,000			\$46,200	
Schaefer pail with hot stamp	\$3.65	10,000			\$36,500	
Toter	\$4.35	10,000			\$43,500	
Toter with hot stamp	\$4.64	10,000			\$46,400	
BioBag compost pails with compostable bags	\$2.38	10,000			\$23,800	
Decals for Compost Pails						
4"x4" full color sticker (poly, vinyl also available) for pail	\$0.21	10,000			\$2,100	
Print						
Brochures - Full color, double sided, 8.5"x28", folds into quarters	\$0.28	20,000			\$5,600	
Postcard	\$1.00	10,000			\$10,000	
Sample Compostable Bags						
BioBag - envelope with coupon and 10x 3gal bags	\$0.79	10,000			\$7,900	
Media						
Napa Valley Life - half page ad	\$1,500.00	1			\$1,500	
Inside Napa Valley - full page	\$460.00	3			\$1,380	
Calistoga Tribune - half page ads, full color	\$830.00	3			\$2,490	
Yountville Sun - half page ads	\$540.00	3			\$1,620	
St Helena Star & Weekly Calistogan - half page	\$2,875.00	3			\$8,625	
Marketplace Magazine - half page ads	\$685.00	3			\$2,055	
Truck Wraps						
Truck wraps - maybe 2?	\$1,800.00	2			\$3,600	
Labor						
Adhere sticker to compost pails (Napa Valley PSI)			\$0.20/unit?	10,000 Units		1900
Put brochure and sample bags in each pail (Napa Valley PSI?)						
Deliver to each home						
Apply trash, recycle, compost decals to carts?						
Design work for brochure, decal (Amanda)						